II. CLAIM AMENDMENTS

1. (Currently Amended) An RFID system comprising:

an RFID transceiver;

a sensor system embedded in an end user product and operable to store information including product status data, identification data, and a product location; and

an RFID interface connected to the sensor system for transmitting the information ~~acquired~~stored by the sensor system in response to interrogation by the RFID transceiver.

2. (Currently Amended) The system of claim 1, wherein the RFID transceiver and RFID interface exchange the information in an encrypted format.

3. (Original) The system of claim 1, wherein the RFID interface comprises a plurality of RFID interfaces, and the RFID transceiver is operable to distinguish among and exchange information with individual ones of the plurality of RFID interfaces.

4. (Original) The system of claim 1, further comprising a back end host for analyzing information received by the RFID transceiver.

5. (Original) The system of claim 4, wherein the back end host is operable to convey the information received by the RFID transceiver and the results of any analysis to another entity.

6. (Original) The system of claim 5, wherein the information received by the RFID transceiver includes position information from a position location service.

7. (Currently Amended) A method of exchanging information comprising:

interrogating an RFID interface embedded in an end user product; and

transmitting information including product status data, identification data, a product location, and environmental data collected by sensors through the RFID interface in response to the interrogation~~;~~.

8. (Currently Amended) The method of claim 7, further comprising transmitting the ~~environmental data~~information in an encrypted format.

9. (Original) The method of claim 7, further comprising:

interrogating a plurality of RFID interfaces; and

distinguishing among and exchanging information with individual ones of the plurality of RFID interfaces.

10. (Currently Amended) The method of claim 7, further comprising analyzing the information received by the RFID transceiver.

11. (Original) The method of claim 10, further comprising conveying the information received by the RFID transceiver and the results of any analysis to another entity.

12. (Original) The method of claim 11, wherein the information received by the RFID transceiver includes position information from a position location service.

13. (New) The RFID system of claim 1, wherein the transmitted information is formatted as a two dimensional barcode, capable of being scanned and authenticated as to the identity of the RFID interface.

14. (New) The method of claim 7, wherein the transmitted information is formatted as a two dimensional barcode, capable of being scanned and authenticated as to the identity of the RFID interface.